# PHILIP MORRIS 1992

| COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|
| **BANGOR** | | | |
| **TRADING AREA 1A0** | | | |
| 1 | Bangor, ME<br>Portland, ME | News (93)<br>Telegram (139) | 232 |
| | | TRADING AREA 1A0 | 232 |
| | | BANGOR | 232 |
| **BOSTON** | | | |
| **TRADING AREA 1B0** | | | |
| 2 | Boston, MA | Globe | 809 |
| 3 | Boston, MA | Herald | 221 |
| 4 | Lowell, MA<br>Lawrence, MA<br>Brockton, MA<br>Framingham, MA | Sun (57)<br>Eagle Tribune (61)<br>Enterprise (64)<br>Middlesex News (46) | 228 |
| 5 | Manchester, NH [1] | New Hampshire News | 104 |
| 6 | Worcester, MA | Telegram | 141 |
| | | TRADING AREA 1B0 | 1,503 |
| | | BOSTON | 1,503 |
| **HARTFORD** | | | |
| **TRADING AREA 1C0** | | | |
| 7 | Hartford, CT | Courant | 327 |
| 8 | New Haven, CT<br>Waterbury, CT<br>New London, CT | Register (132)<br>Republican (78)<br>Day (45) | 255 |
| 9 | Pittsfield, MA<br>Springfield, MA | Berkshire Eagle (38)<br>Republican (158) | 193 |
| | | TRADING AREA 1C0 | 775 |
| | | HARTFORD | 775 |
| **RHODE ISLAND** | | | |
| **TRADING AREA 1D0** | | | |
| 10 | New Bedford, MA<br>Fall River, MA | Standard-Times (49)<br>Herald News (38) | 87 |
| 11 | Providence, RI | Journal | 270 |
| | | TRADING AREA 1D0 | 357 |
| | | RHODE ISLAND | 357 |
| **ALBANY** | | | |
| **TRADING AREA 1E0** | | | |
| 12 | Albany, NY<br>Schenectady, NY<br>Troy, NY | Times Union (168)<br>Gazette (63)<br>Record (39) | 270 |
| 13 | Poughkeepsie, NY [2] | Journal | 63 |
| 14 | Burlington, VT [1] | Free Press | 67 |
| | | TRADING AREA 1E0 | 400 |
| | | ALBANY | 400 |
| **SYRACUSE** | | | |
| **TRADING AREA 1F0** | | | |
| 15 | Utica, NY<br>Elmira, NY<br>Ithaca, NY<br>Binghamton, NY | Observer-Dispatch (69)<br>Star-Gazette (52)<br>Journal (24)<br>Press & Sun-Bulletin (93) | 238 |
| 16 | Syracuse, NY<br>Watertown, NY | Herald-American (221)<br>Times (44) | 265 |
| | | TRADING AREA 1F0 | 503 |
| | | SYRACUSE | 503 |
| **BUFFALO** | | | |
| **TRADING AREA 1G0** | | | |
| 17 | Buffalo, NY | News | 384 |
| 18 | Rochester, NY | Democrat & Chronicle | 263 |
| 19 | Erie, PA | Times-News | 104 |
| | | TRADING AREA 1G0 | 751 |
| | | BUFFALO | 751 |
| **NEW YORK** | | | |
| **TRADING AREA 1H0** | | | |
| 20 | Ossining, NY<br>Tarrytown, NY<br>New Rochelle, NY<br>White Plains, NY<br>Port Chester, NY<br>Yonkers, NY<br>Rockland, NY<br>Mt. Vernon, NY<br>Peekskill, NY<br>Staten Island, NY<br>Mamaroneck, NY | Citizen Register (8)<br>News (5)<br>Standard Star (12)<br>Reporter Dispatch (60)<br>Item (10)<br>Herald Statesman (37)<br>Journal News (53)<br>Argus (10)<br>Star (9)<br>Advance (96)<br>Times (6) | 306 |
| 21 | Long Island, NY | Newsday | 939 |
| 22 | New York, NY | Daily News | 1,186 |
| 23 | New York, NY | Times | 1,136 |

| COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|
| **NEW YORK (continued)** | | | |
| 24 | New York, NY | Post* | 251 |
| 25 | Middletown, NY [2] | Record | 99 |
| 26 | Newark, NJ | Star-Ledger | 718 |
| 27 | Bergen, NJ<br>Woodbridge, NJ | Record (232)<br>News-Tribune (52) | 284 |
| 28 | Jersey City, NJ<br>Passaic-Clifton, NJ<br>Bridgewater, NJ<br>Morristown, NJ<br>New Brunswick, NJ | Journal (68)<br>Herald & News (50)<br>Courier News (59)<br>Record (85)<br>Home News (59) | 301 |
| 29 | Bridgeport, CT<br>Danbury, CT<br>Stamford/Greenwich, CT<br>Norwalk, CT | Connecticut Post (87)<br>News-Times (46)<br>Advocate/Time (57)<br>Hour (22) | 212 |
| 30 | Trenton, NJ [3] | Times | 95 |
| 31 | Asbury Park, NJ | Press | 226 |
| | | TRADING AREA 1H0 | 5,723 |
| | | NEW YORK | 5,723 |
| **PHILADELPHIA** | | | |
| **TRADING AREA 1I0** | | | |
| 32 | Reading, PA | Eagle | 113 |
| 33 | Allentown, PA | Call | 185 |
| 34 | Philadelphia, PA | Inquirer | 978 |
| 35 | Wilmington, DE [3]<br>Camden, NJ [3]<br>Atlantic City, NJ [3] | News-Journal (143)<br>Courier-Post (104)<br>Press (98) | 345 |
| | | TRADING AREA 1I0 | 1,621 |
| | | PHILADELPHIA | 1,621 |
| **HARRISBURG** | | | |
| **TRADING AREA 1J0** | | | |
| 36 | Scranton, PA<br>Wilkes-Barre, PA<br>Williamsport, PA | Times (82)<br>Times Leader/Independent (119)<br>Sun Gazette (41) | 242 |
| 37 | Johnstown, PA [4]<br>Altoona, PA [4] | Tribune-Democrat (54)<br>Mirror (42) | 96 |
| 38 | York, PA<br>Lancaster, PA | Sunday News (87)<br>News (106) | 193 |
| 39 | Harrisburg, PA<br>Sunbury, PA | Patriot-News (179)<br>Item (28) | 207 |
| | | TRADING AREA 1J0 | 738 |
| | | HARRISBURG | 738 |
| **BALTIMORE** | | | |
| **TRADING AREA 2A0** | | | |
| 40 | Baltimore, MD | Sun | 489 |
| | | TRADING AREA 2A0 | 489 |
| | | BALTIMORE | 489 |
| **WASHINGTON** | | | |
| **TRADING AREA 2B0** | | | |
| 41 | Hagerstown, MD<br>Washington, DC | Herald/Mail (38)<br>Post (1,178) | 1,216 |
| | | TRADING AREA 2B0 | 1,216 |
| | | WASHINGTON | 1,216 |
| **RICHMOND** | | | |
| **TRADING AREA 2C0** | | | |
| 42 | Norfolk, VA<br>Newport News, VA | Virginian Pilot (238)<br>Press (125) | 363 |
| 43 | Richmond, VA | Times Dispatch | 256 |
| 44 | Roanoke, VA<br>Lynchburg, VA | Times & World News (127)<br>News & Advance (44) | 171 |
| | | TRADING AREA 2C0 | 790 |
| | | RICHMOND | 790 |
| **RALEIGH/DURHAM** | | | |
| **TRADING AREA 2D0** | | | |
| 45 | Fayetteville, NC [5] | Observer & Times | 82 |
| 46 | Raleigh, NC<br>Durham, NC | News & Observer (188)<br>Herald (64) | 252 |
| | | TRADING AREA 2D0 | 334 |
| | | RALEIGH/DURHAM | 334 |

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# PHILIP MORRIS 1992

| (√) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **CHARLOTTE** | | | | |
| **TRADING AREA 2E0** | | | | |
| | 47 | Greensboro, NC | News & Record (133) | |
| | | Winston-Salem, NC | Journal (107) | |
| | | | | 240 |
| | 48 | Charlotte, NC | Observer (299) | |
| | | Gastonia, NC | Gazette (47) | |
| | | Salisbury, NC | Post (26) | |
| | | | | 372 |
| | | | TRADING AREA 2E0 612 | |
| | | | CHARLOTTE 612 | |
| **COLUMBIA** | | | | |
| **TRADING AREA 2F0** | | | | |
| | 49 | Wilmington, NC [5] | Star-News | 61 |
| | 50 | Columbia, SC | State (169) | |
| | | Charleston, SC | News & Courier Post (129) | |
| | | | | 298 |
| | | | TRADING AREA 2F0 359 | |
| | | | COLUMBIA 359 | |
| **GREENVILLE** | | | | |
| **TRADING AREA 2G0** | | | | |
| | 51 | Greenville, SC | News-Piedmont (140) | |
| | | Spartanburg, SC | Herald-Journal (67) | |
| | | Anderson, SC | Independent-Mail (47) | |
| | | Asheville, NC | Citizen-Times (76) | |
| | | | | 330 |
| | | | TRADING AREA 2G0 330 | |
| | | | GREENVILLE 330 | |
| **KNOXVILLE** | | | | |
| **TRADING AREA 2H0** | | | | |
| | 52 | Bristol, VA | Herald-Courier,VA-Tennessean (47) | |
| | | Kingsport, TN | Times-News (48) | |
| | | Johnson City, TN | Press (34) | |
| | | | | 129 |
| | 53 | Knoxville, TN | News-Sentinel | 182 |
| | 54 | Chattanooga, TN | News-Free Press | 113 |
| | | | TRADING AREA 2H0 424 | |
| | | | KNOXVILLE 424 | |
| **NASHVILLE** | | | | |
| **TRADING AREA 2I0** | | | | |
| | 55 | Nashville, TN | Tennessean | 274 |
| | | | TRADING AREA 2I0 274 | |
| | | | NASHVILLE 274 | |
| **ATLANTA** | | | | |
| **TRADING AREA 2J0** | | | | |
| | 56 | Atlanta, GA | Journal Constitution (700) | |
| | | Gwinnett, GA | News (49) | |
| | | | | 749 |
| | 57 | Athens, GA [6] | Banner-Herald/News | 35 |
| | 58 | Rome, GA [7] | News-Tribune | 23 |
| | | | TRADING AREA 2J0 807 | |
| | | | ATLANTA 807 | |
| **BIRMINGHAM** | | | | |
| **TRADING AREA 2K0** | | | | |
| | 59 | Birmingham, AL [8] | News (217) | |
| | | Huntsville, AL [8] | Times (83) | |
| | | | | 300 |
| | | | TRADING AREA 2K0 300 | |
| | | | BIRMINGHAM 300 | |
| **SAVANNAH** | | | | |
| **TRADING AREA 2L0** | | | | |
| | 60 | Macon, GA [7] | Telegraph & News (103) | |
| | | Columbus, GA [7] | Ledger-Enquirer (69) | |
| | | | | 172 |
| | 61 | Augusta, GA [6] | Chronicle-Herald (101) | |
| | | Savannah, GA [6] | News (84) | |
| | | | | 185 |
| | | | TRADING AREA 2L0 357 | |
| | | | SAVANNAH 357 | |
| **JACKSONVILLE** | | | | |
| **TRADING AREA 2M0** | | | | |
| | 62 | Albany, GA [7] | Herald | 48 |
| | 63 | Tallahassee, FL [9] | Democrat | 79 |
| | 64 | Jacksonville, FL | Times-Union | 254 |
| | 65 | Gainesville, FL [10] | Sun | 61 |
| | | | TRADING AREA 2M0 442 | |
| | | | JACKSONVILLE 442 | |
| **PENSACOLA** | | | | |
| **TRADING AREA 2N0** | | | | |
| | 66 | Panama City, FL [9] | News-Herald | 43 |
| | 67 | Pensacola, FL | News-Journal (84) | |
| | | Fort Walton Beach, FL | Nw Florida News (47) | |
| | | | | 131 |
| | 68 | Mobile, AL/Pascagoula, MS [11] | Press-Register/Ms Press Register | 137 |

| (√) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **PENSACOLA (continued)** | | | | |
| | 69 | Montgomery, AL [8] | Journal-Advertiser | 81 |
| | | | TRADING AREA 2N0 392 | |
| | | | PENSACOLA 392 | |
| **ORLANDO** | | | | |
| **TRADING AREA 2O0** | | | | |
| | 70 | Ocala, FL [10] | Star-Banner | 59 |
| | 71 | Orlando, FL | Sentinel (400) | |
| | | Leesburg, FL | Commercial (39) | |
| | | | | 439 |
| | 72 | Daytona Beach, FL | News-Journal (118) | |
| | | Cocoa, FL | Today (116) | |
| | | | | 234 |
| | 73 | Fort Pierce, FL | Tribune (31) | |
| | | Stuart, FL | News (41) | |
| | | Vero Beach, FL | Press-Journal (36) | |
| | | | | 108 |
| | 74 | West Palm Beach, FL [12] | Post | 260 |
| | | | TRADING AREA 2O0 1,090 | |
| | | | ORLANDO 1,090 | |
| **TAMPA** | | | | |
| **TRADING AREA 2P0** | | | | |
| | 75 | St. Petersburg, FL | Times (498) | |
| | | Tampa, FL | Tribune (410) | |
| | | Lakeland, FL | Ledger (104) | |
| | | | | 1,012 |
| | 76 | Sarasota, FL | Herald Tribune (171) | |
| | | Bradenton, FL | Herald (62) | |
| | | | | 233 |
| | 77 | Fort Myers, FL | News-Press (131) | |
| | | Naples, FL | News (63) | |
| | | | | 194 |
| | | | TRADING AREA 2P0 1,439 | |
| | | | TAMPA 1,439 | |
| **MIAMI** | | | | |
| **TRADING AREA 2Q0** | | | | |
| | 78 | Miami, FL | Herald | 565 |
| | 79 | Fort Lauderdale, FL [12] | News & Sun Sentinel | 380 |
| | | | TRADING AREA 2Q0 945 | |
| | | | MIAMI 945 | |
| **ST. LOUIS** | | | | |
| **TRADING AREA 3A0** | | | | |
| | 80 | Alton, IL [13] | Telegraph (37) | |
| | | Belleville, IL [13] | News Democrat (60) | |
| | | St. Louis, MO [13] | Post-Dispatch (573) | |
| | | | | 670 |
| | | | TRADING AREA 3A0 670 | |
| | | | ST. LOUIS 670 | |
| **SPRINGFIELD** | | | | |
| **TRADING AREA 3B0** | | | | |
| | 81 | Springfield, MO [14] | News & Leader | 102 |
| | | | TRADING AREA 3B0 102 | |
| | | | SPRINGFIELD 102 | |
| **PADUCAH** | | | | |
| **TRADING AREA 3C0** | | | | |
| | 82 | Carbondale, IL [13] | Southern Illinoisan | 37 |
| | | | TRADING AREA 3C0 37 | |
| | | | PADUCAH 37 | |
| **MEMPHIS** | | | | |
| **TRADING AREA 3D0** | | | | |
| | 83 | Memphis, TN | Commercial Appeal (287) | |
| | | Jackson, TN | Sun (43) | |
| | | | | 330 |
| | | | TRADING AREA 3D0 330 | |
| | | | MEMPHIS 330 | |
| **JACKSON** | | | | |
| **TRADING AREA 3E0** | | | | |
| | 84 | Jackson, MS | Clarion Ledger (129) | |
| | | Meridian, MS | Star (25) | |
| | | | | 154 |
| | 85 | Monroe, LA [15] | News-Star-World | 48 |
| | | | TRADING AREA 3E0 202 | |
| | | | JACKSON 202 | |
| **LITTLE ROCK** | | | | |
| **TRADING AREA 3F0** | | | | |
| | 86 | Longview, TX [16] | Journal (41) | |
| | | Texarkana, TX [16] | Gazette (38) | |
| | | | | 79 |
| | 87 | Shreveport, LA [15] | Times | 105 |
| | 88 | Little Rock, AR | Arkansas Democrat-Gazette | 340 |
| | | | TRADING AREA 3F0 524 | |
| | | | LITTLE ROCK 524 | |

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| (✓) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **NEW ORLEANS** | | | | |
| **TRADING AREA 3G0** | | | | |
| | 89 | New Orleans, LA | Times-Picayune (328) | |
| | | Baton Rouge, LA | Advocate (139) | |
| | | | | 467 |
| | 90 | Biloxi-Gulfport, MS [11] | Sun Herald | 55 |
| | | | TRADING AREA 3G0 522 | |
| | | | NEW ORLEANS 522 | |
| **DES MOINES** | | | | |
| **TRADING AREA 3I0** | | | | |
| | 91 | Davenport, IA [17] | Quad City Times (86) | |
| | | Cedar Rapids, IA [17] | Gazette (85) | |
| | | | | 171 |
| | 92 | Des Moines, IA | Register | 331 |
| | | | TRADING AREA 3I0 502 | |
| | | | DES MOINES 502 | |
| **OMAHA** | | | | |
| **TRADING AREA 3J0** | | | | |
| | 93 | Omaha, NE | World-Herald (288) | |
| | | Lincoln, NE | Journal & Star (85) | |
| | | | | 373 |
| | 94 | Sioux City, IA [18] | Journal | 50 |
| | | | TRADING AREA 3J0 423 | |
| | | | OMAHA 423 | |
| **KANSAS CITY** | | | | |
| **TRADING AREA 3K0** | | | | |
| | 95 | Kansas City, MO | Star | 432 |
| | 96 | St. Joseph, MO | News-Press/Gazette (50) | |
| | | Topeka, KS | Capital-Journal (76) | |
| | | | | 126 |
| | | | TRADING AREA 3K0 558 | |
| | | | KANSAS CITY 558 | |
| **TULSA** | | | | |
| **TRADING AREA 3L0** | | | | |
| | 97 | Joplin, MO [14] | Globe | 47 |
| | 98 | Tulsa, OK | World | 245 |
| | | | TRADING AREA 3L0 292 | |
| | | | TULSA 292 | |
| **OKLAHOMA** | | | | |
| **TRADING AREA 3M0** | | | | |
| | 99 | Amarillo, TX [19] | News-Globe | 79 |
| | 100 | Oklahoma City, OK | Oklahoman | 330 |
| | 101 | Wichita, KS | Eagle-Beacon (197) | |
| | | Hutchinson, KS | The News (42) | |
| | | Salina, KS | Journal (31) | |
| | | | | 270 |
| | | | TRADING AREA 3M0 679 | |
| | | | OKLAHOMA 679 | |
| **DALLAS/FT. WORTH** | | | | |
| **TRADING AREA 3N0** | | | | |
| | 102 | Dallas, TX | News (820) | |
| | | Fort Worth, TX | Star-Telegram (360) | |
| | | | | 1,180 |
| | 103 | Tyler, TX [16] | Courier-Times-Telegraph | 51 |
| | | | TRADING AREA 3N0 1,231 | |
| | | | DALLAS/FT. WORTH 1,231 | |
| **MIDLAND** | | | | |
| **TRADING AREA 3O0** | | | | |
| | 104 | San Angelo, TX [20] | Standard-Times (39) | |
| | | Abilene, TX [20] | Reporter-News (56) | |
| | | | | 95 |
| | 105 | Lubbock, TX [19] | Avalanche-Journal | 78 |
| | 106 | Midland, TX [21] | Reporter-Telegram (30) | |
| | | Odessa, TX [21] | American (38) | |
| | | | | 68 |
| | | | TRADING AREA 3O0 241 | |
| | | | MIDLAND 241 | |
| **ALBUQUERUE** | | | | |
| **TRADING AREA 3P0** | | | | |
| | 107 | El Paso, TX [21] | Times | 103 |
| | 108 | Albuquerque, NM | Journal | 161 |
| | | | TRADING AREA 3P0 264 | |
| | | | ALBUQUERUE 264 | |
| **HOUSTON** | | | | |
| **TRADING AREA 3Q0** | | | | |
| | 109 | Houston, TX | Post | 359 |
| | 110 | Houston, TX | Chronicle (623) | |
| | | Beaumont, TX | Enterprise (86) | |
| | | | | 709 |
| | | | TRADING AREA 3Q0 1,068 | |
| | | | HOUSTON 1,068 | |

| (✓) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **WACO/TEMPLE** | | | | |
| **TRADING AREA 3R0** | | | | |
| | 111 | Waco, TX | Tribune-Herald (62) | |
| | | Bryan-College, TX | Eagle (27) | |
| | | | | 89 |
| | 112 | Wichita Falls, TX [20] | Times Record News | 50 |
| | 113 | Austin, TX | American Statesman | 229 |
| | | | TRADING AREA 3R0 368 | |
| | | | WACO/TEMPLE 368 | |
| **SAN ANTONIO** | | | | |
| **TRADING AREA 3S0** | | | | |
| | 114 | Corpus Christi, TX | Caller-Times (97) | |
| | | Brownsville, TX | Herald (22) | |
| | | Harlingen, TX | Valley Star (36) | |
| | | Mcallen, TX | Monitor (48) | |
| | | Victoria, TX | Advocate (41) | |
| | | | | 244 |
| | 115 | San Antonio, TX | Express News | 285 |
| | 116 | San Antonio, TX | Light | 222 |
| | | | TRADING AREA 3S0 751 | |
| | | | SAN ANTONIO 751 | |
| **PITTSBURGH** | | | | |
| **TRADING AREA 4A0** | | | | |
| | 117 | Wheeling, WV [22] | News-Register | 57 |
| | 118 | Pittsburgh, PA | Press | 556 |
| | 119 | Greensburg, PA [4] | Tribune-Review | 86 |
| | 120 | Youngstown, OH | Vindicator (133) | |
| | | Warren, OH | Tribune-Chronicle (47) | |
| | | | | 180 |
| | | | TRADING AREA 4A0 879 | |
| | | | PITTSBURGH 879 | |
| **CLEVELAND** | | | | |
| **TRADING AREA 4B0** | | | | |
| | 121 | Akron, OH | Beacon Journal (228) | |
| | | Canton, OH | Repository (81) | |
| | | | | 309 |
| | 122 | Cleveland, OH | Plain Dealer | 547 |
| | 123 | Dover, OH | Times-Reporter (31) | |
| | | Lake County, OH | News-Herald (67) | |
| | | Lorain, OH | Journal (48) | |
| | | Mansfield, OH | News-Journal (53) | |
| | | Elyria, OH | Chronicle-Telegram (39) | |
| | | | | 238 |
| | | | TRADING AREA 4B0 1,094 | |
| | | | CLEVELAND 1,094 | |
| **COLUMBUS** | | | | |
| **TRADING AREA 4C0** | | | | |
| | 124 | Parkersburg, WV [22] | News | 42 |
| | 125 | Columbus, OH | Dispatch | 400 |
| | | | TRADING AREA 4C0 442 | |
| | | | COLUMBUS 442 | |
| **CINCINNATI** | | | | |
| **TRADING AREA 4D0** | | | | |
| | 126 | Cincinnati, OH | Enquirer (353) | |
| | | Hamilton, OH | Journal-News (29) | |
| | | | | 382 |
| | 127 | Dayton/Springfield, OH | News/News-Sun | 280 |
| | | | TRADING AREA 4D0 662 | |
| | | | CINCINNATI 662 | |
| **SAGINAW** | | | | |
| **TRADING AREA 4E0** | | | | |
| | 128 | Flint, MI | Journal (123) | |
| | | Saginaw, MI | News (68) | |
| | | Bay City, MI | Times (53) | |
| | | | | 244 |
| | | | TRADING AREA 4E0 244 | |
| | | | SAGINAW 244 | |
| **DETROIT** | | | | |
| **TRADING AREA 4F0** | | | | |
| | 129 | Detroit, MI | News And Free Press (1,192) | |
| | | Pontiac, MI | Oakland Press (81) | |
| | | | | 1,273 |
| | 130 | Ann Arbor, MI [23] | News | 68 |
| | | | TRADING AREA 4F0 1,341 | |
| | | | DETROIT 1,341 | |
| **GRAND RAPIDS** | | | | |
| **TRADING AREA 4G0** | | | | |
| | 131 | Muskegon, MI | Chronicle (52) | |
| | | Battle Creek, MI | Enquirer & News (39) | |
| | | Kalamazoo, MI | Gazette (83) | |
| | | | | 174 |
| | 132 | Lansing, MI [23] | State-Journal (96) | |
| | | Jackson, MI [23] | Citizen Patriot (43) | |
| | | | | 139 |

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# PHILIP MORRIS 1992

| ✓ | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| | | **GRAND RAPIDS (continued)** | | |
| | 133 | Grand Rapids, MI | Press | 196 |
| | | | TRADING AREA 4G0 509 | |
| | | | GRAND RAPIDS 509 | |
| | | **TOLEDO** | | |
| | | **TRADING AREA 4H0** | | |
| | 134 | Toledo, OH | Blade (215) | |
| | | Lima, OH | News (51) | |
| | | | | 266 |
| | 135 | Fort Wayne, IN | Journal Gazette | 140 |
| | 136 | South Bend, IN | Tribune (126) | |
| | | Elkhart, IN | Truth (32) | |
| | | | | 158 |
| | | | TRADING AREA 4H0 564 | |
| | | | TOLEDO 564 | |
| | | **INDIANAPOLIS** | | |
| | | **TRADING AREA 4I0** | | |
| | 137 | Anderson, IN | Herald-Bulletin (35) | |
| | | Bloomington-Bedford, IN | Herald-Times (47) | |
| | | Columbus, IN | Republic (25) | |
| | | Kokomo, IN | Tribune (31) | |
| | | Terre Haute, IN | Tribune Star (46) | |
| | | Lafayette, IN | Journal & Courier (44) | |
| | | Marion, IN | Chronicle-Tribune (26) | |
| | | Muncie, IN | Star (37) | |
| | | | | 291 |
| | 138 | Indianapolis, IN | Star | 412 |
| | | | TRADING AREA 4I0 703 | |
| | | | INDIANAPOLIS 703 | |
| | | **LOUISVILLE** | | |
| | | **TRADING AREA 4J0** | | |
| | 139 | Evansville, IN | Courier & Press | 120 |
| | 140 | Louisville, KY [24] | Courier Journal | 330 |
| | | | TRADING AREA 4J0 450 | |
| | | | LOUISVILLE 450 | |
| | | **LEXINGTON** | | |
| | | **TRADING AREA 4K0** | | |
| | 141 | Charleston/Beckley, WV | Gazette Mail/Register Herald (141) | |
| | | Huntington, WV | Herald-Dispatch (51) | |
| | | | | 192 |
| | 142 | Lexington, KY [24] | Herald Leader | 166 |
| | | | TRADING AREA 4K0 358 | |
| | | | LEXINGTON 358 | |
| | | **CHICAGO** | | |
| | | **TRADING AREA 4L0** | | |
| | 143 | Chicago, IL | Tribune | 1,134 |
| | 144 | Chicago, IL | Sun Times | 548 |
| | 145 | Aurora, IL | Beacon-News (42) | |
| | | Elgin, IL | Courier News (32) | |
| | | Joliet, IL | Herald-News (50) | |
| | | Waukegan, IL | News-Sun (45) | |
| | | Wheaton, IL | Journal (8) | |
| | | Rockford, IL | Register Star (91) | |
| | | | | 268 |
| | 146 | Gary, IN | Post-Tribune (88) | |
| | | Hammond, IN | Times (73) | |
| | | | | 161 |
| | | | TRADING AREA 4L0 2,111 | |
| | | | CHICAGO 2,111 | |
| | | **PEORIA** | | |
| | | **TRADING AREA 4M0** | | |
| | 147 | Peoria, IL | Journal-Star | 113 |
| | 148 | Springfield, IL | State Journal-Register (76) | |
| | | Decatur, IL | Herald & Review (56) | |
| | | Champaign, IL | News-Gazette (53) | |
| | | Bloomington-Normal, IL | Pantagraph (57) | |
| | | | | 244 |
| | 149 | Moline/Rock Island, IL [17] | Dispatch/Argus | 54 |
| | | | TRADING AREA 4M0 411 | |
| | | | PEORIA 411 | |
| | | **GREEN BAY** | | |
| | | **TRADING AREA 4N0** | | |
| | 150 | Green Bay, WI [25] | Press Gazette (86) | |
| | | Appleton, WI [25] | Post-Crescent (74) | |
| | | | | 160 |
| | 151 | Duluth, MN [26] | News Tribune | 84 |
| | | | TRADING AREA 4N0 244 | |
| | | | GREEN BAY 244 | |
| | | **MINNEAPOLIS** | | |
| | | **TRADING AREA 4O0** | | |
| | 152 | Minneapolis, MN | Star Tribune (686) | |
| | | St. Paul, MN | Pioneer Press (273) | |
| | | | | 959 |

| ✓ | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| | | **MINNEAPOLIS (continued)** | | |
| | 153 | St. Cloud-Little Falls, MN [26] | Times | 36 |
| | 154 | Eau Claire, WI | Leader-Telegram (41) | |
| | | La Crosse, WI | Tribune (41) | |
| | | | | 82 |
| | | | TRADING AREA 4O0 1,077 | |
| | | | MINNEAPOLIS 1,077 | |
| | | **SIOUX FALLS** | | |
| | | **TRADING AREA 4P0** | | |
| | 155 | Grand Forks, ND [18] | Herald (43) | |
| | | Fargo, ND [18] | Forum (71) | |
| | | Minot, ND [18] | News (26) | |
| | | Sioux Falls, SD [18] | Argus Leader (73) | |
| | | | | 213 |
| | 156 | Rapid City, SD [27] | Journal | 36 |
| | | | TRADING AREA 4P0 249 | |
| | | | SIOUX FALLS 249 | |
| | | **MILWAUKEE** | | |
| | | **TRADING AREA 4Q0** | | |
| | 157 | Milwaukee, WI | Journal (491) | |
| | | Racine, WI | Journal Times (39) | |
| | | Kenosha, WI | News (31) | |
| | | | | 561 |
| | 158 | Madison, WI | State Journal | 162 |
| | 159 | Sheboygan, WI [25] | Press | 29 |
| | | | TRADING AREA 4Q0 752 | |
| | | | MILWAUKEE 752 | |
| | | **ALASKA** | | |
| | | **TRADING AREA 5A0** | | |
| | 160 | Anchorage, AK | News | 100 |
| | | | TRADING AREA 5A0 100 | |
| | | | ALASKA 100 | |
| | | **SPOKANE** | | |
| | | **TRADING AREA 5B0** | | |
| | 161 | Boise, ID | Statesman (83) | |
| | | Idaho Falls, ID | Post-Register (30) | |
| | | Twin Falls, ID | Times-News (23) | |
| | | Pocatello, ID | Journal (21) | |
| | | | | 157 |
| | 162 | Billings, MT [27] | Gazette (62) | |
| | | Butte, MT [27] | Standard (17) | |
| | | Helena, MT [27] | Independent Record (15) | |
| | | Missoula, MT [27] | Missoulian (35) | |
| | | Great Falls, MT [27] | Tribune (41) | |
| | | | | 170 |
| | 163 | Spokane, WA | Spokesman-Review | 150 |
| | | | TRADING AREA 5B0 477 | |
| | | | SPOKANE 477 | |
| | | **SEATTLE** | | |
| | | **TRADING AREA 5C0** | | |
| | 164 | Seattle, WA | Times/Post Intelligencer (523) | |
| | | Tacoma, WA | News-Tribune (143) | |
| | | Everett, WA | Herald (65) | |
| | | | | 731 |
| | | | TRADING AREA 5C0 731 | |
| | | | SEATTLE 731 | |
| | | **PORTLAND, OR** | | |
| | | **TRADING AREA 5D0** | | |
| | 165 | Portland, OR | Oregonian | 446 |
| | 166 | Eugene, OR | Register Guard (79) | |
| | | Salem, OR | Statesman-Journal (71) | |
| | | Vancouver, WA | Columbian (63) | |
| | | | | 213 |
| | | | TRADING AREA 5D0 659 | |
| | | | PORTLAND, OR 659 | |
| | | **DENVER** | | |
| | | **TRADING AREA 5E0** | | |
| | 167 | Denver, CO | Rocky Mountain News | 435 |
| | 168 | Denver, CO | Post (429) | |
| | | Boulder, CO | Camera (44) | |
| | | | | 473 |
| | 169 | Colorado Springs, CO | Gazette Telegraph (120) | |
| | | Fort Collins, CO | Coloradoan (31) | |
| | | Grand Junction, CO | Sentinel (36) | |
| | | Pueblo, CO | Chieftain (56) | |
| | | | | 243 |
| | 170 | Casper, WY [27] | Star-Tribune | 39 |
| | | | TRADING AREA 5E0 1,190 | |
| | | | DENVER 1,190 | |
| | | **SALT LAKE** | | |
| | | **TRADING AREA 5F0** | | |
| | 171 | Las Vegas, NV | Review Journal & Sun | 206 |

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# PHILIP MORRIS 1992

| (✓) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **SALT LAKE (continued)** | | | | |
| | 172 | Salt Lake City, UT<br>Provo, UT<br>Ogden, UT | Tribune-Deseret News (218)<br>Herald (32)<br>Standard-Examiner (57) | 307 |
| | | | TRADING AREA 5F0 513<br>SALT LAKE 513 | |
| **PHOENIX TRADING AREA 5G0** | | | | |
| | 173 | Tucson, AZ | Star | 181 |
| | 174 | Phoenix, AZ<br>Mesa, AZ<br>Tempe, AZ<br>Chandler, AZ<br>Gilbert, AZ | Republic (604)<br>Tribune (53)<br>News Tribune (12)<br>Arizonan Tribune (9)<br>Tribune (5) | 683 |
| | | | TRADING AREA 5G0 864<br>PHOENIX 864 | |
| **SACRAMENTO TRADING AREA 5H0** | | | | |
| | 175 | Reno, NV | Gazette Journal | 85 |
| | 176 | Sacramento, CA | Bee | 339 |
| | 177 | Stockton, CA<br>Modesto, CA | Record (60)<br>Bee (93) | 153 |
| | | | TRADING AREA 5H0 577<br>SACRAMENTO 577 | |
| **SAN FRANCISCO TRADING AREA 5I0** | | | | |
| | 178 | Santa Rosa, CA<br>Hayward, CA<br>Fremont, CA<br>San Mateo, CA<br>Livermore, CA<br>Walnut Creek, CA<br>Oakland, CA<br>Marin County, CA<br>Palo Alto, CA<br>Napa, CA<br>Pinole, CA<br>Pleasanton, CA<br>Antioch, CA | Press-Democrat (101)<br>Review (52)<br>The Argus (34)<br>Times & News Leader (42)<br>Herald (36)<br>Contra Costa Times (100)<br>The Tribune (106)<br>Independent Journal (43)<br>Peninsula Times Tribune (41)<br>Register (21)<br>West County Times (34)<br>Valley Times (36)<br>Ledger/Post Dispatch (22) | 668 |
| | 179 | San Jose, CA | Mercury News | 334 |
| | 180 | San Francisco, CA | Examiner & Chronicle | 710 |
| | 181 | Monterey, CA<br>Santa Cruz, CA<br>Salinas, CA | Herald (38)<br>Sentinel (32)<br>Californian (24) | 94 |
| | | | TRADING AREA 5I0 1,806<br>SAN FRANCISCO 1,806 | |
| **FRESNO TRADING AREA 5J0** | | | | |
| | 182 | Fresno, CA<br>Visalia, CA | Bee (185)<br>Times Delta (30) | 215 |
| | 183 | Bakersfield, CA | Californian | 93 |
| | | | TRADING AREA 5J0 308<br>FRESNO 308 | |
| **HAWAII TRADING AREA 5K0** | | | | |
| | 184 | Honolulu, HI | Star-Bulletin & Advertiser | 202 |
| | | | TRADING AREA 5K0 202<br>HAWAII 202 | |
| **LOS ANGELES TRADING AREA 5L0** | | | | |
| | 185 | Anaheim, CA<br>La Habra-Brea, CA<br>Santa Ana, CA | Bulletin (6)<br>Star-Progress (5)<br>Register (401) | 412 |
| | 186 | Los Angeles, CA | Times | 1,562 |
| | 187 | Torrance, CA<br>Long Beach, CA | Daily Breeze (120)<br>Press-Telegram (147) | 267 |
| | 188 | San Bernardino, CA [28] | Sun | 104 |
| | 189 | Los Angeles, CA<br>Pasadena, CA<br>San Gabriel, CA | News (230)<br>Star-News (44)<br>Tribune News (83) | 357 |

| (✓) | COMBO NO | AREA/MARKET | NEWSPAPER(S) | (000) CIRC |
|---|---|---|---|---|
| **LOS ANGELES (continued)** | | | | |
| | 190 | Ventura, CA<br>Thousand Oaks, CA<br>Santa Barbara, CA<br>Oxnard, CA<br>Simi Valley, CA<br>Camarillo, CA | Star Free-Press (57)<br>News Chronicle (23)<br>News-Press (58)<br>Press-Courier (18)<br>Enterprise (17)<br>Daily News (11) | 184 |
| | | | TRADING AREA 5L0 2,886<br>LOS ANGELES 2,886 | |
| **SAN DIEGO TRADING AREA 5M0** | | | | |
| | 191 | Riverside, CA [28]<br>Palm Springs, CA [28] | Press-Enterprise (169)<br>Desert Sun (62) | 231 |
| | 192 | San Diego, CA<br>Escondido/Oceanside/ Temecula, CA | Union (459)<br>Times Adv/Blade-Cit/Californian (108) | 567 |
| | | | TRADING AREA 5M0 798<br>SAN DIEGO 798 | |
| | | | TOTAL CIRCULATION 55,168 | |

† Seasonal Circulation Fluctuation

* Zoned Circulation

### News America Combination Buys

[1] Manchester NH, Burlington VT

[2] Poughkeepsie, Middletown NY

[3] Trenton NJ, Wilmington DE, Camden, Atlantic City NJ

[4] Johnstown, Altoona, Greensburg PA

[5] Fayetteville, Wilmington NC

[6] Athens, Augusta, Savannah GA

[7] Rome, Macon, Columbus, Albany GA

[8] Birmingham, Huntsville, Montgomery AL

[9] Tallahassee, Panama City FL

[10] Gainesville, Ocala FL

[11] Mobile AL, Pascagoula, Biloxi-Gulfport MS

[12] West Palm Beach, Fort Lauderdale FL

[13] Alton, Belleville IL, St. Louis MO, Carbondale IL

[14] Springfield, Joplin MO

[15] Monroe, Shreveport LA

[16] Longview, Texarkana, Tyler TX

[17] Davenport, Cedar Rapids IA, Moline, Rock Island IL

[18] Sioux City IA, Grand Forks, Fargo, Minot ND, Sioux Falls SD

[19] Amarillo, Lubbock TX

[20] San Angelo, Abilene, Wichita Falls TX

[21] Midland, Odessa, El Paso TX

[22] Wheeling, Parkersburg WV

[23] Ann Arbor, Lansing, Jackson MI

[24] Louisville, Lexington KY

[25] Green Bay, Appleton, Sheboygan WI

[26] Duluth, St. Cloud-Little Falls MN

[27] Rapid City SD, Billings, Butte, Helena, Missoula, Great Falls MT, Casper WY

[28] San Bernardino, Riverside, Palm Springs CA

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